

L'ORÉAL BRANDSTORM

台灣萊雅商業競賽暨校園說明會

MEN. BEAUTY & CARE.

GAME ON

THROUGH TECH, PRODUCTS AND BEYOND

最貼近全球趨勢最多元的創新商業競賽，與來自超過 65 個國家逾 12 萬名的參賽者切磋，

報名參賽即享有由萊雅專業人士策劃的 EOCCS 認證課程來為自己履歷加分，獲得萊雅儲備幹部與實習快速通關，

並在舞台上展現自我與獲得業界主管回饋 #無書審淘汰制，

冠軍隊伍將贏得站上 #巴黎總部國際舞台 的機會，以及 #萊雅儲備幹部資格，更有機會到巴黎總部實習！

今年 Brandstorm 將邀請你/妳一起，與萊雅集團共創「美力」未來

◆ 報名資格與方式 ◆

- 組成三人隊伍(每隊須至少有男/女性成員一名)
- 18-30 歲，不須具備學生身分
- 可跨校組隊，不限科系/年級
- 2024/12/4 前至 Brandstorm 官網: <https://brandstorm.loreal.com/en> 報名並上傳競賽檔案 (三頁簡報+三分鐘影片)

想了解更多 L' ORÉAL Brandstorm 的競賽內容，解鎖第一手 #重要資訊一解你所有疑問外，我們也邀請了全國前八強隊伍到現場分享參賽經驗，更準備了品牌 #正貨產品 等你拿 (數量有限，報名從速)

◆ 說明會活動內容 ◆

- 競賽報名方式與完整時程
- 詳細競賽規則與評分方式
- 2025 競賽主題大解密
- Ex-Brandstormer(全球前十強 – 政大 MBA 學生) 參賽經驗分享

◆ 說明會資訊 ◆

- 時間: 10/25 (五) 12:30
- 地點: 政治大學 商學院國際會議廳
- 說明會報名連結: <https://forms.office.com/e/nxxywzk5wD>



L'Oréal Brandstorm 2025 deliverables

1) 3-slide pitch to explain the project (ppt, pptx or pdf format, 50MB max)

3 slides only to pitch the idea. No introduction/welcome or thank you slide is necessary. Give information about the solution, e.g., how it is feasible and scalable, how does it align with sustainability and inclusivity.

The students can use the frame below to develop and pitch the project:

OBJECTIVE	EXPLANATION
Focus your project on a L'Oréal business scope (remember that it must be scalable)	Please choose whether your project will be applicable to a whole L'Oréal Consumer Products Division (project focus only to a division of the group) or a selected brand from the division (specific focus on a brand)
Elevator pitch: Describe your innovation in one simple paragraph	In few sentences present your concept and explain what makes your solution innovative
Why and how is your solution tech-driven? What technologies will it utilize?	Explain your choice of technology for the solution and how it will enable or enhance it
Does your solution align with sustainability and inclusivity commitments of L'Oréal?	Show how your solution is sustainable and inclusive e.g., choice of materials, target group
Is your solution scalable at a worldwide level?	Explain if it would be possible to introduce your solution globally and why
Would it be feasible in term of cost and profitable? What would be approximately the selling price?	Be aware how realistic your solution is, but don't focus on the price, it can be based on estimations You don't have to build a business plan; we are interested in hearing your idea more!
Describe the Key Performance Indicator (KPI) you will use to assess the success of your innovation.	How will you measure success of implementation of your solution, e.g., number of users, sold units, engagement

2) 3-min pitch video to present the team and answer 5 questions based on L'Oréal's 5 dimensions of potential (mp4 format, 50MB max)

In the **video**, the students focus on presenting their team and answer 5 questions, based on L'Oréal's 5 dimensions of potential. Make sure **all the team members are present in the video and answer one question**. Creativity is expected to make sure the video is catchy.

The 5 questions:

- 1) **Ambition:** What was the vision and goals of your project to ensure a long-term impact?
- 2) **Judgment:** What guided your decision-making in complex situations?
- 3) **Resilience:** What were the hurdles during the project and how did the team overcome them?
- 4) **Learning Agility:** Did you encounter unfamiliar topics and how did you deal with it?
- 5) **Empathy:** How do you support each other as a team?

L'Oréal Brandstorm 2025 evaluation criteria

How the projects will be evaluated?

Projects are evaluated at each step of the competition (local shortlisting, local final, international semi-final, international final) according to the six quantitative evaluation criteria (equal weight).

In their final decision the jury will take in count also the qualitative criteria such as presentation skills and quality of the supporting materials.

EVALUATION CRITERIA	WHAT IS EXPECTED OF CANDIDATES	MAX POINTS
Innovative	to be bold and bring to the table the products and solutions never seen before 0 - the product/solution proposed already exists & is widely applied 1 to 4 - the product/solution proposed already exists, but the proposed application is new 5 - the product/solution proposed does not exist yet	5
Tech-driven	to power the project the newest technology developments 0 - no new tech was applied 1 to 4 - the tech is applied 5 - the tech is applied in useful & relevant manner	5
Sustainable	to take the responsibility and be mindful of the impact that their project will have on the planet 0 - negative to no impact to any of the planet boundaries in our L'Oréal for the future green steps 1 to 4 - certain positive impact supporting project one or more of the planet boundaries 5 - very strong impact in one or more of the planet boundaries	5
Inclusive	to not exclude any particular social groups, and to make their project as equally accessible as possible to all potential users 0 - not relevant 1 to 4 - targeted to a certain group usually doesn't have accessibility 5 - very inclusive, accessible for all potential users	5
Feasible	to be realistic and possible to implement 0 - the project is not possible to happen due to cost, tech solution, time and other resources 1 to 4 - we can make the project happen with a couple challenges in resources 5 - there is no significant barriers to make this happen with reasonable resource/ investment	5
Scalable	to be realizable on a big scale 0 - not scalable because of cost or very specific to local need 1 to 4 - potential to scale up to a group of countries or zone 5 - strong potential to scale up globally (cost, ease of system)	5
TOTAL POINTS		30